

# **Graph Analytics Market segmented by Deployment Mode (On-premises and Cloud), Application (Customer Analytics, Risk and Compliance Management, Recommendation Engines, Route Optimization, Fraud Detection, and Others), Vertical, Organization Size, Component (Solutions and services), and Geography – Global Drivers, Restraints, Opportunities, Trends, and Forecast up to 2026**

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## **Abstracts**

Graph analytics refers to network analysis, which is a systematic tool used to ascertain the direction and strength of the relationship between parameters in a graph. Graph analytics is rapidly being deployed for analytics work. This analysis is widely being utilized for social network influencer analysis. This software is used by marketing managers to spot out their prospective targets for marketing activities to buy products and services as well as used for the financial frauds such as money laundering. Growing preference for low-latency in query analyzing and incorporating technologies such as artificial intelligence, the internet of things, and blockchain are the aspects that are propelling the market growth. Graph Analytics Market is predicted to grow at a CAGR of 33.3% with a value expecting to reach \$4,367.41 million by 2026.

### **Research Methodology:**

The graph analytics market has been analyzed by utilizing the optimum combination of secondary sources and in-house methodology, along with an irreplaceable blend of primary insights. The real-time assessment of the market is an integral part of our market sizing and forecasting methodology. Our industry experts and panel of primary

participants have helped in compiling relevant aspects with realistic parametric estimations for a comprehensive study. The participation share of different categories of primary participants is given below:

Market categories based on Deployment Mode:

On-premises

Cloud

Market categories based on Application:

Customer Analytics

Risk and Compliance Management

Recommendation Engines

Route Optimization

Fraud Detection

Others

Market segments based on Vertical:

Banking, Financial Services, and Insurance

Retail and eCommerce

Telecom

Healthcare and Life Sciences

Government and Public Sector

Manufacturing

Transportation and Logistics

Others

Market segments based on Organization Size:

Large Enterprises

Small and Medium-Sized Enterprises

Market categories based on Component:

Solutions

Software Tools

Platform

Services

Consulting

System Integration

Support and Maintenance

Market classification based on Geography:

North America

Europe

Asia Pacific

Rest of the World

As per the deployment mode, the market is bifurcated into on-premise and cloud the cloud deployment is the most adopted segment due to its advantages. In cloud deployment mode, the generated data is easily maintained, incurs low-cost, and features high expandability.

As per the application, the route optimization segment is having the largest share in the graph analytics market. Due to the rising need for discovering the fastest and secure and effective route in verticals, for instance, in the supply chain, optimize route planning assists in brands to meet customer demands better.

As in the vertical market, the healthcare and life sciences segment is anticipated to have the largest share in the graph analytics market. Because of the high demand for minimizing fraud in the healthcare data, aiming for better patient experience and delivering customize treatment in real-time graph analytics.

Large enterprises in the organization type segment are widely deploying the graph analytics solutions compared to the small and medium-sized enterprises. This is because the requirement of this enterprise to control the huge volume of data happening to generate from the various business entities and convert it into executable insights

In the component market segmentation, the market is segregated into solutions and services component. The services segment has a high demand, and the services segment is further segregated among consulting, system integration, and support & maintenance. The demand for services segment is ascribed to the increasing adoption of software tools and platforms, which results in demand for pre and post-adoption of services.

In the regional market, the North American region is considered to dominate the graph analytics market. It is due to the vital developments that are observed in this region, the increasing utilization of the data technology, and rapidly increasing data volume in the verticals.

Globally, the graph analytics is widely used due to its cost-effective benefits such as to detect cybercrimes, applying to social networks as to keep track of statistics and to discover influencers, and to enhance the logistics in the manufacturing and transportation industries. The above benefits of graph analytics are projected to drive

market growth. Although, few factors such as the dearth of technical skilled resource area likely to hamper the market growth.

Oracle, Microsoft, AWS, Neo4j, IBM TigerGraph, DataStax, Franz, TIBCO Software, Cray, Lynx Analytics, Linkurious, Teradata, Graphistry, Dataiku, Tom Sawyer Software, Objectivity, Kineviz, and Expero. These are the few market players which are dominating the graph analytics market.

Moreover, the Graph Analytics market is anticipated to reach the rate of the highest CAGR. The graph analytics are majorly adopted to identify the frauds or unlawful by the national intelligence agency. The graph analytics market report gives insights into drivers, opportunities, and restraints.

This research assists the new entrants in this market with information on the adjacent expectations of the revenue for the overall graph analytics market and the segments.

This report will assist shareholders in understanding the competitive edge and obtaining in-depth analysis to place their businesses better

The graph analytics market report further helps the shareholders to project perfect market strategies.

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